Join the World's First Virtual Music Community

Put the Internet and the Music Industry at Your Fingertips

MUSIC™ interactive

Manufacturers

For all manufacturers of music related equipment - from pianos to pro audio - Music Interactive is the "must be on" location on the Internet. Baudway designs and develops world class web sites for leading suppliers in the music industry, and studies consistently show more people access supplier sites from "home pages" like Music Interactive than by simply "surfing" the net. Put your products in front of your current and future customers and connect with retailers and distributors from all over the world.

Retailers/Distributors

Through the Music Interactive network, retailers can set up shop with both traditional direct marketing and "virtual" store fronts. The Internet provides an audience in the millions for your products and services, and by being directly linked to Music Interactive and its many suppliers and members, your success on the Internet is limited only by your imagination. Distributors can also link directly with retailers who need quick turnaround and constant fill for Music Interactive members who are ready to buy immediately. Baudway has the expertise to get you up and running quickly so you can begin taking advantage of the future of wholesaling and retailing today.

Music Publishers

Copyright owners, administrators, and anyone who controls song rights in any way can now work directly with people who want their songs. Whether you want to license directly on the Internet, or promote new catalogs, artists or writers, Music Interactive is the prime location for getting in front of the public. Baudway has the technology and knowledge of the publishing business to help you get the most out of the Internet with sophisticated data bases, real-time audio and automated licensing.

Music Interactive Members

This is the global community of everyone interested in music - musicians, fans, industry professionals, and you. No matter what your company or title, if you are in the business of communicating with anyone in music, you need to be a part of this community. Music Interactive's aggressive membership acquisition and vast content will continue to deliver the kind of customer base achievable only through the power of the Internet. With a web site developed by Baudway, you will have access to this valuable database of consumer and professional information available through Music Interactive.

Book/Magazine Publishers

Music Interactive is the ideal environment for any content provider in the music industry. Baudway can develop a unique site to help you promote your publications, let members preview your upcoming issues, spotlight popular features, even enhance your subscription marketing efforts. In addition, we're always looking for creative ways to work with prominent publishers to co-market Music Interactive membership and services.

Record Labels/Recording Artists

Reaching your customers and fans directly is now a reality with the Internet. Music Interactive can give labels and artists, both major and independent, the kind of exposure and cross promotion that could only be possible with our expansive network of fans and musicians. By linking with magazines, retailers, manufacturers and music publishers, launching new releases takes on a whole new meaning. Instant access to Music Interactive members can mean instant sales and exposure. Baudway can help you create your own site, or custom design promotions with your existing site.

Industry Professionals

Attorneys, management companies, talent and booking agencies, performance venues and clubs, and all of the various professionals that work in and around the music industry can now harness the power of the Internet to communicate. Music Interactive can put you out in front of the industry in ways never before possible. The music community needs your services, and with a web site developed by Baudway, you'll be assured a prominent position in front of your clients, colleagues, customers and associates. With Music Interactive e-mail, you'll also be able to contact hard-to-reach people quickly and inexpensively.

MUSIC *interactive*

Sheet Music Publishers

Sheet music publishers and distributors can benefit tremendously from being on-line. Your customers are constantly searching for your titles and with the ease of access that the Internet offers, Music Interactive can bring these buyers directly to your web site. Baudway has years of experience in dealing with print music publishers from its sister company Scores International. With a web site developed by Baudway, you will have access to new technologies that are making electronic distribution a reality. Whether you choose to sell through the Music Interactive retail network or through traditional distribution, Baudway can create a web site that will let you service your customers in a whole new way.

http://musicinteractive.com

Frequently Asked Questions

Why Choose Baudway As Your Internet Company?

The Internet presents one of the greatest marketing opportunities of the century. You need to be involved but the questions are many. How do you get on? Who do you work with? How much does it cost? Should I work with a local or national company? Should I do it in house?

Baudway can answer all these questions about the Internet and present solutions that are music industry-based - something ordinary Internet companies don't have the experience to do. In addition, Baudway is a technology company, not an ad agency or service broker. Baudway has a proven track record and is constantly refining current technologies and developing new ones specifically tailored to music, multimedia, and entertainment.

How Do You Get All Your Information Onto The Internet?

Baudway specializes in converting different types of information for use on the Internet. By working closely with you and your staff, they can develop a web site that is customized to your business and speaks to your customers. Whether your information is printed or on disk, Baudway can put it on-line and make it work for you.

Is Your Data Secure?

Baudway uses the latest encryption technologies to insure that your data is secure and available to only those you want to see it. In addition, by keeping only the data you want on Baudway's server, you can be sure that your confidential in-house corporate data will never be accessible to anyone on the Internet.

Can You Sell On The Internet?

This is your choice. Baudway will make the technology available to do secure credit card transactions on the Internet. Using powerful Internet database technologies, music retailers who are on-line can be instantly linked to and from suppliers who are also part of the Music Interactive network. These are not the simple "hot links" that are common on the Internet, but rather dynamic connections throughout the virtual music community in Music Interactive. In cooperation with leading retailers and suppliers, Baudway is pioneering on-line shopping through a hybrid of traditional and electronic merchandising.

How Do You Get People To Your Web Site?

With virtually any music product or service at their fingertips, musicians, music professionals, and music lovers will flock to Music Interactive as the place to be on the Internet. As a corporate member, you'll be part of the Music Interactive marketing network, which attracts new people daily.

How Much Do You Need To Invest?

Baudway can custom design a program to fit your current and future needs. You can develop as big or small a site as you wish, depending on your needs and your budget.

What If You Already Have A Web Site?

We can easily link to your site, but the advantages of working with Baudway and being part of Music Interactive are tremendous. So be sure to ask about Baudway's conversion packages and professional memberships. That way, you can use your current investment on the Internet as well as Baudway's services to access the benefits of the Music Interactive community.

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Baudway was founded in 1994 with the introduction of Music World III, the first of its kind musician's web site. Musical instrument manufacturers, music retailers and publishers all began having their web sites developed by Baudway, recognizing the advantage of having a musician's Internet site closely associated with their own domain on the web.

In August of 1995, Hal Leonard Corporation, the world's largest music print publisher, acquired a substantial interest in Baudway. Hal Leonard brings a vast resource of content, marketing expertise, industry affiliations and exposure to Baudway. With this strategic partnership in place, Baudway can now provide state-of-the-art Internet technologies to a wide spectrum of clients in the music industry. Baudway Communications is a leading provider of Internet design, development and commercial services for the music industry. Located in the heart of Boston's high tech and music communities, Baudway has become a mecca for talented developers highly skilled in music, communications, networking, database and multimedia technologies.